

MARSDEN
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MARSDEN

THE ONLY NAME YOU NEED TO KNOW IN REPRODUCTION



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. . . the only name you need to know in reproduction

MARSDEN OFFSET

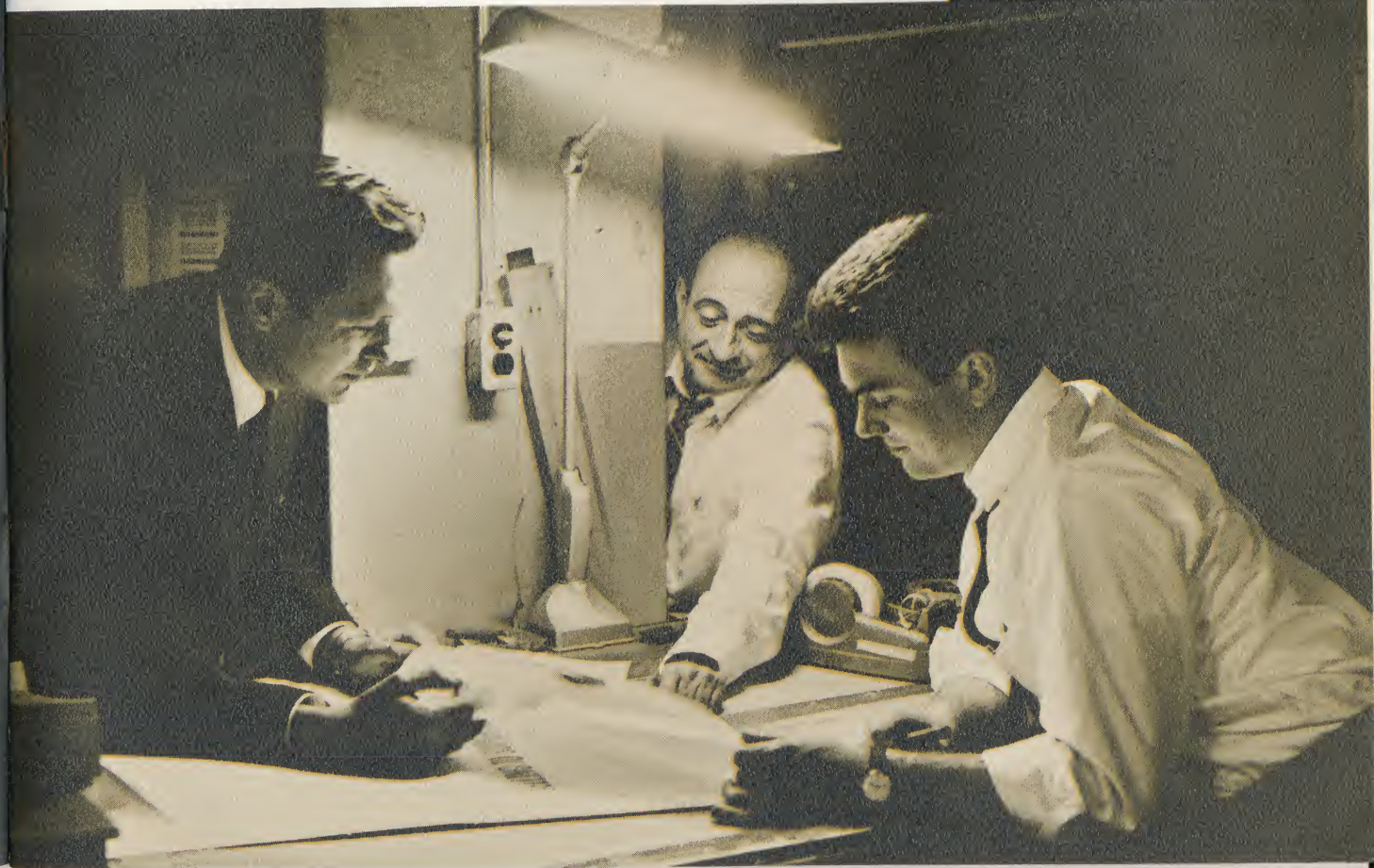
534 West Broadway, New York 10012 • GRamercy 5-6145

MARSDEN REPRODUCTIONS

812 Greenwich St., New York 10014 • CHelsea 3-1979



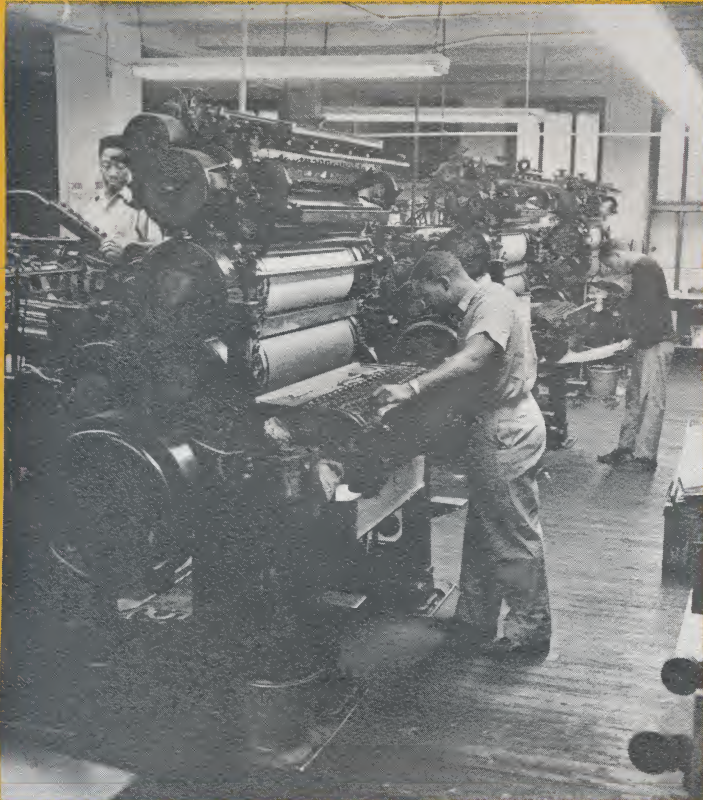
Arthur Marsden, president (center), Frank Flores, treasurer (left), discuss a problem with production manager Al Wehner.



■ **MARSDEN** is the *only* name you need to know for reproduction . . . of *any* kind. The most complete and comprehensive facilities in the field.

■ **MARSDEN** comprises two companies; **MARSDEN OFF-SET**, with on-premises camera, screening, stripping, plate-making, printing, plastic laminating, collating and binding facilities—plus a silk screen division geared to screen on metal (such as front panels and chassis) paper, cloth, plastics, or board, and . . .

■ **MARSDEN REPRODUCTIONS**, headquarters for every conceivable type of photo reproduction, from simple blue-prints and ozalids thru giant bromide enlargements to prints on tracing cloth or mylar and cronar.



(u. left) Bank of three 23" x 35" Harris presses.

(above) A corner of the bindery operation.

(u. rt.) Exposing sensitized plates to the arc lights.

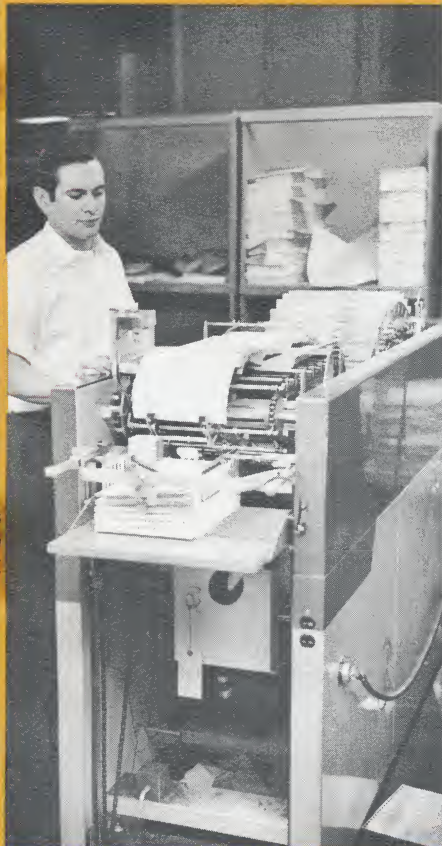
(right) Thomas 50-station automatic collator.

(below) Stripping negatives together.





s.
ights.



■ **MARSDEN OFFSET**—Marsden Offset is one of the most complete offset facilities on the East coast. The ability to handle any kind of printing requirement, completely on premises, assures continuity of quality control and scheduling. Further, such “one-stop” facilities eliminate security headaches on classified jobs.

Four copy cameras (the largest, a Robertson, produces one piece negatives up to 53" x 53"; our second largest camera up to 48" x 48"), five vacuum frames (48" x 120" and 60" x 80"), and ten stripping and opaquing tables up to 96" long eliminate the platemaking bottlenecks other printers often encounter when plates are done “outside.” Similarly, blue line proofs are handled quickly by a 42" blueprint machine, *on premises*.

Seven presses of various sizes (can accommodate up to 36 x 48 inch sheets) are available to print on a variety of materials including vellums, all kinds of matte and enameled stocks, and even some plastics. After printing, pages may be varnished or plastic laminated if desired.

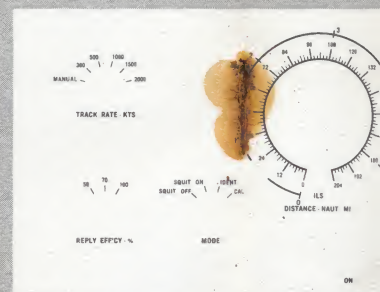
A Thomas 50 station automatic collater (plus a rotary collating table) quickly organizes the pages as they are trimmed by the Harris Seybold power cutter. A Baum folder—capable of handling 50" foldouts—is used to fold fold-out pages. Binding can be side or saddle stitched (two electric stitching machines *on premises*), or GBC plastic comb (three GBC punching machines and three inserters *on premises*), or loose-leaf or Chicago screw (three hole drilling machines, *on premises*). If the cover is a flexible plastic type, Marsden's silk screen department will silk screen the title and logo. The finished job is then dispatched thru one of Marsden's seven



(above) Another section of the bin

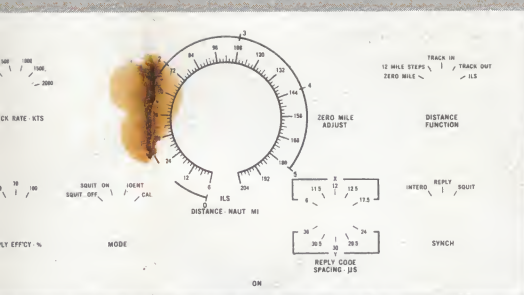
(left) Inspecting a photograph

(below) Front panel with precision





*Another section of the bindery operation.
Inspecting a photographically made silk screen.
Front panel with precision silk screen markings.*



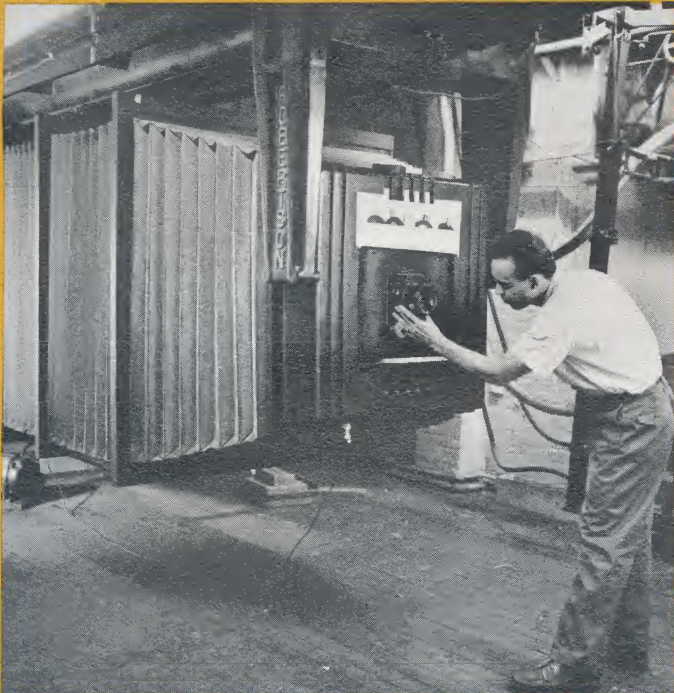
delivery vehicles or many foot messengers. No outside delivery service is used.

Marsden's offset operation is geared to handle almost any kind of rush job; a night shift is standard, and weekend projects are taken in stride also. Marsden understands difficult or unusual jobs, is used to government penalty clauses. Marsden's production experts will work on your premises to help get a project underway. Marsden's art service will pitch in where requested.

Thus from start to finish you are assured continuous, knowledgeable, supervision . . . at no premium in price!

■ **MARSDEN SILK SCREEN DIVISION** — A separate floor of the West Broadway building is assigned to the versatile silk screen division. In addition to the more ordinary uses of silk screen such as printing on plastic covers, short run multi-color posters, proposal covers and so forth, Marsden's silk screen operation is set up to make front panel markings directly on the metal panel, chassis identification markings, and printed circuit boards. The printed circuit boards are made by silk screening a resist onto a copper clad plastic panel and then etching away the copper areas not protected by the resist. Tolerances are held to extremely close limits. In addition to etching the circuit, Marsden's fabricating department will completely finish the piece, precisely drilling whatever holes are required and so forth.

Silk screen is the process to consider too for such diverse problems as printing a sales message on cigarette lighters, briefcases, metal rulers and other such "problem" surfaces.



(u. left) Setting the lens opening on the giant Robertson copy camera.

(above) Business end of the Robertson takes 53"x53" film.

(top rt.) Huge vacuum copying board for the Robertson.

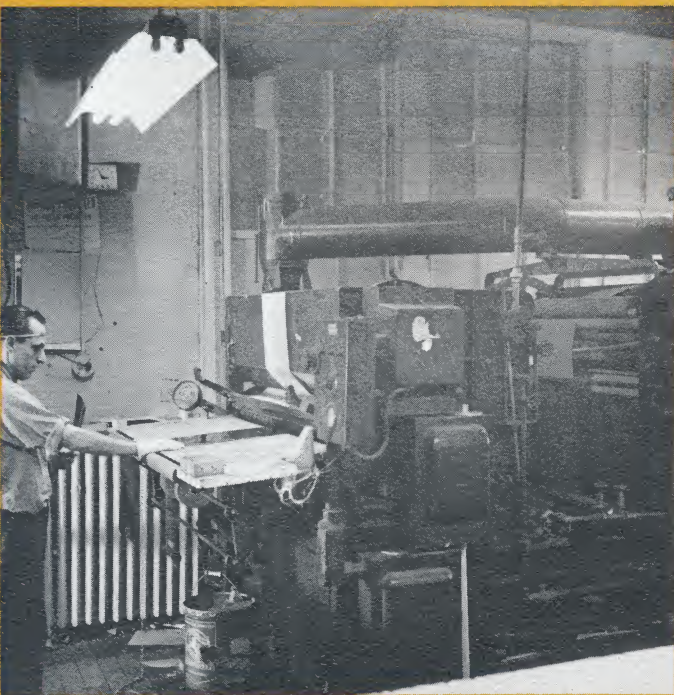
(u. rt.) Making an Itek plate.

(right) Running multilith copies from an Itek plate.

(l. rt.) Large throat diazo printer.

(below) Opaquing film negs (note white gloves).

(left) Continuous printing blueprint machine.



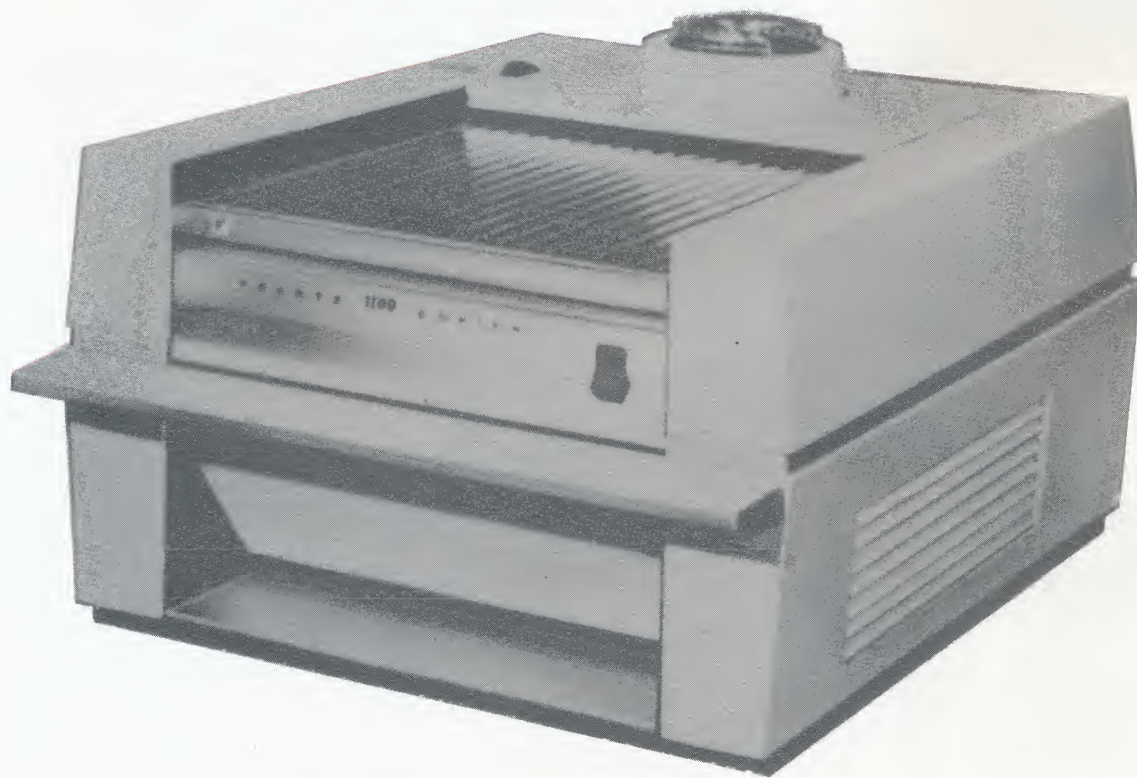


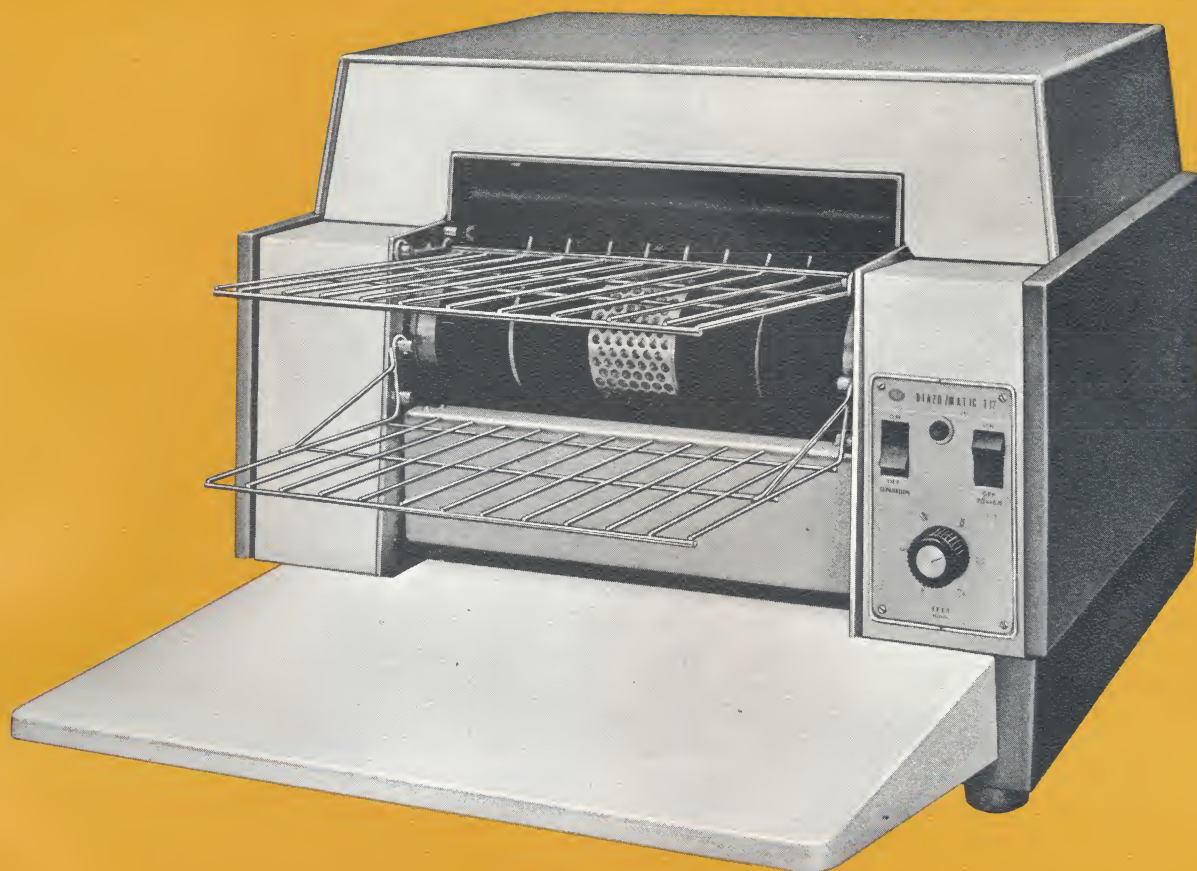
■ **MARSDEN REPRODUCTIONS** — Marsden Reproductions is a separate plant at 812 Greenwich Street, capable of turning out virtually any type of photographic reproduction on a vast array of materials. Processes available range from simple blueprints, ozalids, and brownlines thru camera negatives and positives—both line and halftone—on paper, film, or various plastics on to photographic prints on tracing vellums, cloths, or mylar and cronar. Equipment ranges from the prosaic to the exotic including cameras big enough to sit in. Much of the equipment is unique, having been especially designed and built. Marsden's progressive management is always alert to new developments which will permit them to turn out a better or faster or less expensive job. Hence Marsden has the recently developed Itek platemaking equipment which substantially reduces costs for short run multi-lith work.

Here too, complete facilities assure reliable supervision and scheduling, as no part of the task is farmed out.

■ **MARSDEN OFFICE COPYING MACHINES DIVISION**—For those quick, inexpensive copies for internal use Marsden is distributor of two sensational all-new desk top office copying machines, each offering advantages not available in any other machines.

■ **FRANTZ 1100 ELECTROSTATIC COPIER**—The new desk-top electrostatic copier that makes copies up to 11 inches wide by 268 feet long! The copy is automatically trimmed to the length of the original. The Frantz is roll-fed, no sheets to stack or misfeed. No odd-size paper to stock. Everything's in the machine. Copies everything drawn, written, or typed . . . in any color . . . for only 3½¢ per copy.





■ **POST T-12 DIAZO-MATIC COPIER** — The new Post heat-developing diazo machine brings diazo economy to copying *without* the messy chemicals normally associated with diazo printers. In conjunction with GPB (general purpose bond) paper for all office systems use, the new Post T-12 overcomes the usual inconveniences of diazo printers while retaining all the advantages. The T-12 is also an excellent adjunct to the larger, console electrostatic copy machines.

OFFSET

SILK SCREEN

TRANSLOID NEGS

FILM POSITIVES

BLUEPRINTS

BROMIDE ENLARGEMENTS

COLOR SLIDES

AUTOPOSITIVES

MARTACS

BROWN LINES

ITEK

FILM NEGS

VELOXES

CRONAFLEX PRINTS

POST COPIERS

FRANTZ COPIERS

A PORTFOLIO OF CLIENTS



OFFSET

SILK SCREEN

BLUEPRINTS

BROMIDE ENLARGE

MARTACS

BROWN LINES

VELOXES

CRONAFLEX PRIN

A partial list of our customers is as fol

INDUSTRIAL AND COMMERCIAL

Adler Electronics
Air Reduction Company
American Institute of Physics
American Machine and Foundry
Arma Corp.
Bell Telephone Laboratories
Brides Magazine
Pall Corp.
C.I.T. Financial Corp.
Consolidated Cigar Co.
Curtiss-Wright Corp.
Reuben H. Donnelly
Fairchild Camera & Instrument
Fairchild Hiller
Federal Electric Corp.
Ford Instrument Co.
General Dynamics
Gruman Aircraft Engineering Corp.
Hagstrom Co.
Hazeltine Electronics Corp.
Hearst Magazines
I.B.M.
ITT Federal Laboratories
Kearfott, Inc.
Kollsman Instrument Co.



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ITT Federal Laboratories
Kearfott, Inc.
Kollsman Instrument Co.

Litton Industries
Montgomery Ward
New York Telephone Company
Norden
Polarad Electronics
Potter Instrument
Radio Engineering Lab.
RCA Communications Inc.
RCA (Defense Electronics Products Div)
Republic Aviation Corp.
Rowe Mfg. (American Canteen)
Sperry Gyroscope Co.
Sylvania
Stanley Warner Cinerama
Union Carbide
Warner Bros. Inc.
Westrex

ARCHITECTS AND ENGINEERS

American Messer Co.
American Society of Civil Engineers
Booz, Allen & Hamilton, Inc.
Cargocaire Engineering
Buck Siefert and Jost
Chemical Construction Corp.

Coverdale & Colpitts
Edwards & Kelcey
Eggers and Higgins
Feltheimer and Wagner
Ford Bacon and Davis
Gibbs and Hill
Hardesty and Hanover
Frederick Harris Eng.
M. W. Kellogg
Walter Kidde Constructors, Inc.
Lockwood Greene Engineers

TECHNICAL WRITING AND PUBLISHING FIRMS

Burmar Technical Corp.
Data Communication
McLaughlin Research, Inc.
Miles-Samuelson, Inc.
Nida Associates, Inc.
Pergamon Press
Rodney Publications, Inc.
Royer & Rogers, Inc.
Technical Documentation Inc.
U. S. Electronic Publications Inc.
W. A. Benjamin
John Wiley Co.

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